

Marketing Campaign Effectiveness Report

for Apna Mart

Reporting Period

24 Jul 2025

Report Overview

Comprehensive analysis of 15 marketing campaigns and 10 customer journeys with performance assessment and strategic recommendations for optimization

Prepared by

Niti AI
Advanced Marketing Analytics

Executive Summary

During the period from 15 July 2025 to 16 July 2025, a total of 15 campaigns and 10 journeys were executed. The campaigns reached over one million contacts with a total of 514,059 impressions and 3,934 clicks, resulting in an overall click-through rate (CTR) of approximately 0.77%. The campaign performance was varied, with the 'PN | 07:30 | Milk offer - WB | 160725' campaign achieving the highest CTR at 0.98%. However, some campaigns, such as 'SMS | 17:10 | CT--WB | 150725', reported no clicks at all, indicating potential areas for improvement in engagement strategies. The campaign's overall grade was evaluated at a B, indicating room for improvement, particularly in experimentation and creative variation. The journeys displayed a range of statuses, from running to stopped, with varied success in reaching goals. The 'CT_ORDER_PLACED_GIFT_WB_FINAL' journey was notable for achieving a conversion rate of 4.17%, whereas several journeys reported no conversions, highlighting a need to refine targeting and engagement tactics. The overall grade for the journeys was a C, suggesting significant opportunities for optimizing user journeys through improved segmentation and personalization strategies.

Time Frame: 15 Jul 2025 - 16 Jul 2025

Key Highlights

- Total Campaigns: 15
- Total Journeys: 10
- Overall Campaign CTR: 0.77%
- Top Campaign: PN | 07:30 | Milk offer - WB | 160725
- Highest Journey Conversion Rate: 4.17%
- Overall Campaign Grade: B
- Journey Grade: C
- Top Journey: CT_ORDER_PLACED_GIFT_WB_FINAL

Scorecard Summary

Campaign Scorecard (Qualitative Dimensions)

Dimension	Grade	Summary Notes
Personalization	B	Effective use of user attributes but limited behavioral triggers.
Segmentation Depth	C	Segments are not well-defined leading to overlap.
Experimentation	D	Few experiments conducted with minimal variations.
Campaign Diversity	B	Good variety in goals but limited channels used.
Audience Reach & Rotation	B	Decent reach but signs of audience fatigue.
Creative Variation	C	Limited variation in creative testing.
Performance Metrics	B	Basic metrics tracked with some drop-off analysis.

Note: Find the grade breakdown for each dimension in the appendix.

Journey Scorecard (Qualitative Dimensions)

Dimension	Grade	Summary Notes
Personalization	C	Limited use of user-specific attributes and journey triggers.
Segmentation Depth	C	Journeys show inadequate segmentation strategies.
Experimentation	D	Minimal experimentation and hypothesis testing.
Campaign Diversity	B	Journeys lack diversity in channels and engagement methods.
Audience Reach & Rotation	C	Journeys affected by audience fatigue and low engagement.
Creative Variation	C	Creatives lack variation, impacting engagement.
Performance Metrics	C	Limited tracking and analysis of journey performance.

Note: Find the grade breakdown for each dimension in the appendix.

Campaign Scorecard (Quantitative Overview)

Metric	Value
Total Impressions	514,059
Total Clicked	3,934
Overall CTR (%)	0.77
Total Sent	1,016,928

Journey Scorecard (Quantitative Overview)

Metric	Value
Total Journeys	10
Highest Conversion Rate	4.17%
Average Goal Completions per Journey	2.3

Deep Dive by Dimension

Personalization

- **Focus:** Evaluating the integration of personalization in campaigns and journeys.
- **Grade:** B
- Use of user attributes: Campaigns like 'PN | 07:15 | Milk offer - JHCG | 160725' effectively used location-based attributes to personalize offers.
- Behavioral triggers: Limited use of triggers; most campaigns lacked behavior-based personalization.
- Journey-level dynamic routing: Journeys like 'CT_ORDER_PLACED_GIFT_JHCG_FINAL' could improve by dynamically routing based on user interactions.

Segmentation Depth

- **Focus:** Analyzing the effectiveness of segmentation strategies.
- **Grade:** C
- Number of active segments and their logic: Campaigns used broad 'New Segment' targeting, resulting in large audience sizes but low engagement.
- Overlap between segments: Significant overlap noted, particularly in 'SMS' campaigns, diluting message relevance.
- Segment-wise performance variation: 'Push' campaigns performed better with focused segments compared to 'SMS'.

Experimentation

- **Focus:** Examining the structure and implementation of experiments.
- **Grade:** D
- Number of experiments and their logic: Few campaigns employed A/B testing, with no significant logic variations.
- Sample size and confidence levels: Sample sizes were adequate but lacked statistical rigor in determining confidence levels.
- Existence of clear hypothesis: Experiments lacked clear hypotheses, reducing the ability to derive actionable insights.

Campaign Diversity

- **Focus:** Understanding the variety in campaign goals and channels.
- **Grade:** B
- Variety in campaign goals: Diverse goals observed in campaigns like 'PN | 07:30 | Milk offer - WB | 160725', focusing on both retention and acquisition.
- Channels used: Predominantly 'Push' and 'SMS', with limited use of other channels like 'InApp' and 'WhatsApp'.

Audience Reach / Rotation

- **Focus:** Measuring audience engagement and exposure.
- **Grade:** B
- Reach metrics: High reach but engagement varies with 'Push' channels performing better than 'SMS'.
- Rotation metrics: Repetitive messaging in 'SMS' channels led to lower engagement rates.
- Audience fatigue symptoms: Indicators of fatigue in segments receiving frequent messages, affecting CTR.

Creative Variation

- **Focus:** Assessing the diversity and testing of creative elements.
- **Grade:** C
- Variants tested: Limited variant testing, primarily text-only versus image creatives in 'Push' campaigns.
- Visual vs Textual variation: Text-only creatives dominated, with minimal visual testing in 'SMS' channels.
- Performance by creative type: Image creatives in 'Push' campaigns showed higher engagement than text-only.

Performance Metrics

- **Focus:** Evaluating the tracking and analysis of performance metrics.
- **Grade:** B
- Performance metrics tracked: Basic metrics like CTR and impressions tracked; lacked deeper insights.
- Funnel drop-offs analysis: Minimal analysis on funnel drop-offs, particularly in 'InApp' campaigns.

Missed Opportunities & Recommendations

Missed Opportunities

- Improved segmentation could enhance personalization and engagement.
- Increased experimentation with clear hypotheses could yield better insights.
- Diversifying channels beyond 'Push' and 'SMS' to include more 'InApp' and 'WhatsApp' could widen reach.
- Strengthening creative testing, especially in 'SMS' campaigns, could improve engagement.

Recommendations

- Refine segmentation strategies to reduce overlap and increase message relevance.
- Implement more A/B testing with defined hypotheses to guide strategic decisions.
- Expand the use of visual creatives in 'SMS' campaigns to boost engagement.
- Increase focus on funnel analysis to identify and address drop-off points.

Appendix

Campaigns Grade Computation Breakdown

Dimension	Grade	Score	Weight	Weighted Score
Personalization	B	3	0.2	0.6
Segmentation Depth	C	2	0.15	0.3
Experimentation	D	1	0.1	0.1
Campaign Diversity	B	3	0.2	0.6
Audience Reach & Rotation	B	3	0.15	0.45
Creative Variation	C	2	0.1	0.2
Performance Metrics	B	3	0.1	0.3

Journeys Grade Computation Breakdown

Dimension	Grade	Score	Weight	Weighted Score
Personalization	C	2	0.2	0.4
Segmentation Depth	C	2	0.15	0.3
Experimentation	D	1	0.1	0.1
Campaign Diversity	B	3	0.2	0.6
Audience Reach & Rotation	C	2	0.15	0.3
Creative Variation	C	2	0.1	0.2
Performance Metrics	C	2	0.1	0.2

Grading Methodology

The same grading rubric and methodology applies to both campaigns and journeys, ensuring a consistent evaluation criteria across all dimensions.

Grade Scale

Letter Grade	Score Range
A	4.0 - 3.5
B	3.49 - 2.5
C	2.49 - 1.5
D	1.49 - 0.5
F	0.49 - 0.0

Grade Weights

Dimension	Weight
Personalization	0.2
Segmentation Depth	0.15
Experimentation	0.1
Campaign Diversity	0.2
Audience Reach & Rotation	0.15
Creative Variation	0.1
Performance Metrics	0.1

Campaign Dataset Summary for all campaigns

Campaign Name	Date	Region	Impressions	Clicks	CTR (%)
PN 17:15 CT - WB 150725	2025-07-15	West Bengal	44,161	365	0.83
PN 18:30 Milk offer - JHCG 150725	2025-07-15	Chhattisgarh, Jharkhand	64,596	435	0.67
PN 18:40 Milk offer - WB 150725	2025-07-15	West Bengal	26,144	164	0.63
PN 19:30 CT - JHCG 150725	2025-07-15	Jharkhand, Chhattisgarh	107,259	767	0.72
PN 19:40 CT - WB 150725	2025-07-15	West Bengal	44,964	184	0.41
PN 20:50 CT - WB 150725	2025-07-15	West Bengal	44,757	297	0.66
PN 20:45 CT - JHCG 150725	2025-07-15	Jharkhand, Chhattisgarh	105,410	437	0.41
SMS 17:05 CT--JH 150725	2025-07-15	N/A	0	0	0.00
SMS 17:10 CT--WB 150725	2025-07-15	N/A	0	0	0.00
inapp_mt_post_order_jhcg_150725	2025-07-15	N/A	0	148	0.00
inapp_mt_post_order_wb_150725	2025-07-15	N/A	0	54	0.00
WA 18:40 CT-PURCHASE-JHCG 150725	2025-07-15	N/A	0	0	0.00
WA 18:50 CT-PURCHASE-WB 150725	2025-07-15	N/A	0	0	0.00
PN 07:15 Milk offer - JHCG 160725	2025-07-16	Chhattisgarh, Jharkhand	54,556	473	0.87
PN 07:30 Milk offer - WB 160725	2025-07-16	West Bengal	22,207	218	0.98

Journey Dataset Summary for all journeys

Journey Name	Status	Start Time	Message Channel	Goal Completions	Control Group Size	Conversion Rate
CT_ORDER_PLACED_GIFT_JHCG_FINAL	Running	Jul 22, 12:02 PM	WhatsApp	0	0	0%
CT_ORDER_PLACED_GIFT_WB_FINAL	Running	Jul 22, 12:04 PM	WhatsApp	1	0	4.17%
CT_PURCHASE_GIFT_JHCG_FINAL	Running	Jul 22, 1:09 PM	WhatsApp	0	0	0%
CT_PURCHASE_GIFT_WB_FINAL	Running	Jul 22, 1:11 PM	WhatsApp	0	0	0%
First order delivered_intertitial_JHCGWB_v2	Running	Jul 21, 11:41 AM	None	2	126	0.16%
SecondOrderDelivered_intertitial_JHCGWB_v2	Running	Jul 21, 11:41 AM	None	20	112	1.98%
FTU_SA_Drop_off_JHCG_v2	Draft	-	None	0	0	-%
CT_Purchase_WA_JHCG_220725	Stopped	Jul 22, 10:43 AM	WhatsApp	0	0	0%
CT_Purchase_WA_JHCG_Final_220725	Stopped	Jul 22, 10:44 AM	WhatsApp	0	0	0%
Clone of CT_Purchase_WA_JHCG_Final_220725	Stopped	Jul 22, 11:14 AM	WhatsApp	0	0	0%